



ABOUT NEWPORT BEACH RESTAURANT ASSOCIATION

The Newport Beach Restaurant Association (NBRA) is a non-partisan, non-profit cooperative marketing association that brands Newport Beach dining and promotes the commercial welfare of restaurants and the foodservice industry in the City of Newport Beach, California.

Comprised of over (400) restaurants and foodservice operators, NBRA was founded in 1996 and is an official Business Improvement District (BID) of the City of Newport Beach. Every foodservice establishment is assessed a levy to be used toward marketing, advertising and public relations for dining in Newport Beach. NBRA also provides resources, benefits and programs to its members to help their bottom line and succeed as business operators.

ABOUT DINE NEWPORT BEACH

Dine Newport Beach is a strategic marketing initiative cooperatively created and managed by the Newport Beach Restaurant Association and Newport Beach & Company. It is designed to enhance the economic vitality of the Newport Beach culinary community by showcasing and promoting Newport Beach, California as a dining destination offering innovative cuisine, fresh fare, diverse experiences and a variety of exceptional restaurants.

MEMBERSHIP BENEFITS & SERVICES

Active members of NBRA who are in good standing have access to a variety of marketing and promotional opportunities including:

- **Website listing page on DineNB.com includes:**
 - Business address and phone
 - Business description
 - Business logo and photos
 - Restaurant features
 - Restaurant menus
 - Link to member website
 - Link to member online reservation system
 - Links to member social channels
- **Participation in events and promotions**
 - Dine Newport Beach Restaurant Week
 - Taste Events
 - Social Media Promotions
- **PR & Media Opportunities**
- **Business Resources**
- **Educational Programs**
- **Foodservice Industry Advocacy**

REASONS TO PARTICIPATE



Promote Your
Restaurant



Gain New
Customers



Be A Part Of
The Culinary
Community



MARKETING

The NBRA has developed a robust annual marketing plan that includes a variety of targeted strategies designed to market and promote all members of the association including:

- **New Branding & Creative**
- **New Website at DineNB.com**
- **Digital & Print Advertising**
- **Social Media**
- **Public Relations Campaigns**
- **Consumer Email Communications**
- **Marketing Collateral**
- **Special Events**
- **Community Relations**
- **Promotions**
- **Cooperative Marketing Programs**

NBRA LEADERSHIP & FUNDING

The NBRA is governed by a board of directors consisting of four officers and a maximum of seven additional members who serve one-year terms, and board members are approved prior to each fiscal year. The NBRA Board of Directors meets on a regular basis to conduct business, and meetings are open to all NBRA members. In addition, there is annual meeting of the membership held each year in March.

Each member of the NBRA BID is levied an annual assessment, and the amount is determined by the number of employees and the business license tax of the member. Assessments are billed and collected by the City of Newport Beach in one annual installment. In addition to the member assessments, funding for the NBRA also consists of supplemental funds provided by the City of Newport Beach and other sponsor/partner income, and the Board of Directors approves a new budget prior to each fiscal year.



DineNB.com



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